

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 492817 /		<u>Alt Order #</u> 06309499
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 09/12/12 - 09/22/12		<u>Estimate #</u> 976
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 09/25/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 4	KVVU	09/21/12	09/21/12	Katie Couric	2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$145.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	Katie Couric	2-3p	-----F-----	:30		\$145.00	NM		
Credited												
<b>Totals</b>											<b>76</b>	<b>\$106,410.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	76	\$106,410.00	\$90,448.50
<b>Totals</b>	<b>76</b>	<b>\$106,410.00</b>	<b>\$90,448.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP25/12 13.05  
\*\*\* KVVU-TV \*\*\*

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	STEPHANIE MARONEY		
SALES PRSN	PH-	TERESA	DIFURIA

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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ICE)

1000

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE DELIVERED \_\_\_\_\_

STA =

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:

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AGENCY ADVERTISER CODE = 12      AGENCY EST# = 976
AGENCY PRODUCT CODE = 11

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4	S	200P-300P	30	\$145.00	9/21	9/21	0	FRI
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PROGRAM : KATIE  
CON COM1: KATIE  
CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP21

REP HEADLINE# 6309499 TRF# 492817  
\$\$\$ MOD# 3 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 13.05  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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M9	OK'D	BUY#4	MISSED: FRI/200P-300P				SEP21		30S	\$145.00	(SEP25/12)	
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OFFER: NONE  
CMT: SPOT N/A DUE TO CUT-IN FOR ROMNEY RALLY. FLIGHT ENDED PLS CREDIT.

SEP/12 106410.00 CONTRACT TOTAL 106410.00  
TOTAL SPOTS 76

MARKET TOTALS \$591,972 KVVU 18% KSNV 23% KLAS 42% KTNV 17% KVMY 0% KVCW 0% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE